

## **Amendments to the Claims**

### **Listing of the Claims**

1. (Currently Amended) For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising:

automatically receiving, in a plurality of recognizer plug-ins, a string of text of the electronic document after the entire string of text has been entered in the electronic document;

in each of the plurality of recognizer plug-ins, recognizing at least a portion of the string of text by annotating the string of text to determine a type label when the string includes any of a plurality of predetermined strings;

associating each label with the string of text, wherein each recognized string of text, its associated type label, and a download Uniform Resource Locator (URL) address form a semantic category, the URL address being for downloading actions associated with the semantic category, and wherein the type labels are stored along with the electronic document; and

providing a list of actions that may be performed to purchase a product associated with the string of text based on the semantic category of the string of text, wherein the list of actions is dynamically generated based on the semantic category of the string of text for each type label of the semantic category and provided in response to a user selecting a dropdown menu associated with each type label.

2. (Original) The method of claim 1 wherein the plurality of predetermined strings comprises a plurality of product names.

3. (Canceled)

4. (Currently Amended) The method of claim 1 further comprising ~~the steps of:~~  
receiving an input indicating that one of the list of actions has been selected; and  
in response, connecting a web browser associated with the electronic system to a web site associated with the selected action.

5. (Previously Presented) The method of claim 4 wherein an identifier of the user of the system is stored in association with each type label and wherein the method further comprises the steps of:

transmitting to the web site the identifier of the user of the system.

6. (Original) The method of claim 4 wherein an identifier of the user of the system is stored in association with the actions and wherein the method further comprises the steps of:

transmitting to the web site the identifier of the user of the system.

7. (Original) The method of claim 5 wherein in response to identifying the user providing a discount offer to the user.

8. (Previously Presented) The method of claim 1 further comprising the steps of providing a coupon for the product in the each type label.

9. (Original) The method of claim 8 wherein the coupon comprises a coupon identification.

10. (Original) The method of claim 8 wherein the coupon comprises a coupon identification and a discount value and further comprising the step of sending the coupon to the web site.

11. (Original) The method of claim 10 wherein the coupon further comprises a begin date and an end date.

12. (Currently Amended) A method for providing an electronic coupon to a user of an electronic document, the method comprising:

using each of a plurality of recognizer modules to determine a number of strings in a database that match at least one string in the electronic document;

recognizing the matched strings by labeling the matched strings in the electronic document associated with each of the plurality of recognizer modules, wherein the label is stored along with the electronic document, and wherein the recognized string and the associated label are part of a semantic category associated with the recognized string;

providing a plurality of actions in association with the recognized strings based on the associated semantic category;

determining whether the number of recognized strings exceeds a predetermined minimum;

if so, then providing a coupon associated with a web site as one of the plurality of actions; and

passing an identifier associated with the semantic category of a selected action to the web site associated with the coupon such that instances of the provided action are tracked.

~~determining whether the at least one string in the electronic document has been edited after using each of the plurality of recognizer modules to determine whether each of the plurality of recognizer modules are used on the number of strings in a subsequent instance.~~

13. (Original) The method of claim 12 wherein the strings in the database comprise names of consumer products.

14. (Cancelled)

15. (Cancelled)

16. (Currently Amended) A computer-implemented method for purchasing a plurality of items from an e-commerce retailer comprising:

identifying the plurality of items in an electronic document, ~~wherein the step of identifying the plurality of items in an electronic document is performed~~ by a plurality of recognizer modules on a user's computer, wherein each of the plurality recognizer modules receives the plurality of items, recognizes the plurality of items by annotating ~~annotates~~ the plurality of items to determine a label, and associates each label with the plurality of items each

recognized, item its associated label, and a URL of the e-commerce retailer forming a semantic category, wherein the plurality of items are identified as matching at least one term in a product database, and wherein the plurality of items are already entered in the electronic document prior to being identified;

providing, in association with at least one of the identified plurality of items based on the associated label and its semantic category, an action to buy all of the identified plurality of items, wherein the action is associated with a dynamically generated list of actions based on the semantic categories;

receiving an indication that the action has been selected;

sending a list of the identified plurality of items to a web site associated with the e-commerce retailer the URL of the web site also being part of the semantic category of the recognized item associated with the selected action; and

sending an indication to buy all of the identified plurality of items to a web site associated with the e-commerce retailer.

17. (Canceled)

18. (Original) The method of claim 16 wherein the product database is stored on the user's computer and wherein the product database comprises a list of product titles and product names found on the web site associated with the e-commerce retailer.

19. (Currently Amended) A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising:

receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer;

cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database, wherein ~~the step of~~ cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a plurality of recognizer modules on the computer;

if so, then labeling the product name with a type label associated with each of the plurality of recognizer modules, wherein the product name, its associated type label, and a URL of a web site associated with the product name are part of a semantic category, and wherein the type label is stored along with one of the e-mail and an associated document;

cross-referencing each type label with a plurality of actions to determine which actions match each type label based on the associated semantic category;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions, wherein the list is dynamically generated based on the associated semantic category by examining a registry to determine installed actions.

20. (Canceled)

21. (Previously Presented) The method of claim 19 wherein the steps of cross-referencing each type label with a plurality of actions to determine which actions match each type label and listing the matching actions in association with the product name to provide a user of the computer with a number of different actions are performed by an action module on the computer.

22. (Canceled)

23. (Cancelled)

24. (Currently Amended) The method of claim ~~23~~ 19, further comprising determining a locale of the user based on information associated with the user's computer to determine which one of a plurality of versions of a product associated with the product name to provide for purchase by the user wherein the plurality of strings associated with shopping comprises variants of the strings "buy" and "sell".

25. (Currently Amended) The method of claim ~~23~~ 19, further comprising forwarding information associated with the user to an author of an action plug-in installed in the user's

~~computer for providing the actions associated with selected product names wherein the plurality of strings associated with shopping comprises commerce related strings.~~

26. (Canceled)

27. (Canceled)

28. (Currently Amended) A computer-implemented method for recognizing a product string in an electronic document, the method comprising:

in each of a plurality of recognizer program modules, determining whether a product string in the electronic document matches at least one string in a recognizer database;

if so, then labeling the product string with a semantic category associated with each of the plurality of recognizer program modules, wherein the semantic category comprises a type label and a globally unique product identifier (GUID), wherein the type label is stored along with the electronic document, and wherein the GUID uniquely identifies the recognition event of the product string; and

providing a plurality of actions based on the type label and the semantic category of each product string; and

passing the GUID to a web site associated with a provided action of the plurality of actions such that instances of the provided action are tracked.

~~determining whether the product string in the electronic document has been edited after using each of the plurality of recognizer program modules to determine whether each of the plurality of recognizer program modules are used on the product string in the electronic document in a subsequent instance.~~

29. (Canceled)

30. (Currently Amended) The method of claim 28, wherein the web site is a retail web site, and wherein the action is a recommendation of a particular product made by a particular customer of the retail web site. further comprising the steps of:

~~displaying a number of actions in association with the semantic category;  
in response to the selection of one of the actions, sending the GUID to a website of a  
retailer.~~

31. (Currently Amended) The method of claim 28 ~~30~~ further comprising ~~the steps of~~  
tracking the GUID at the retailer's web site to determine the number of times the GUID has been  
used.